

Various medical opinions and research findings continue to receive press attention.

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Cancer Research Center Warns Against Smoking

By PHIL KEUPER

BUFFALO, N. Y. (AP) — Propped outside the director's office was a large cartoon with the caption:

"The Big Flip-Top Box for the Smoker."

It was a coffin.

That just about sums up the general feeling at Roswell Park Memorial Institute — one of the nation's chief cancer research centers.

About 1,000 teen-agers had seen the cartoon a few days before at a public health meeting. It was one more phase of the institute's war on cigarette-smoking.

If you ask for a match at Roswell, you may get a book of them. The message on the cover is: "Danger, Smoke Less . . . Measure Your Smoke for Safety."

Roswell scientists think you are safer smoking only the first inch or so of your cigarette. The theory is that the rest acts as a filter.

Health Hazard

This month, Roswell, a state-supported institution, published a 14-page booklet, "Health Hazards of Smoking." Among the items: If you're 35 and a heavy smoker, your chances of dying before you reach 65 are almost twice as great as those of a non-smoker. Also: two life insurance companies are offering non-smokers lower premiums.

Even the cigarette vending machines have been removed from the lobbies and corridors at Roswell.

Within a year, the institute hopes to open a clinic for people who want to quit smoking. It may be the first of its kind in the U.S.

The man behind this intensive but low-budget campaign is Dr. George E. Moore, Roswell's 43-year-old director. Moore never has smoked but has worked 14 years on the question of tobacco

and its relation to some of the more than 100 basic kinds of cancer.

His conclusion: cigarettes are a cause of lung cancer. Moore also views the annual American lung-cancer death rate of more than 40,000 as an epidemic.

Moore believes most people are convinced cigarettes cause lung cancer.

But if so, why do they smoke? "I think," says Moore, "They feel that there is a hopeful doubt remaining. They would like to feel that there still is a controversy among knowledgeable physicians and scientists about the matter — which there is not, in my opinion."

Moore does not agree with the tobacco industry that there is not enough evidence to support his statement that cigarettes are a cause of lung cancer.

Rare In Non-Smokers

"We don't think there needs to be further studies in humans," he says, "As far as the clinical proof. Over 98 per cent of our patients with lung cancer are heavy smokers and the disease is extremely rare in non-smokers. And this is proof enough as far as we're concerned."

"Furthermore, this is not just a correlation. You can derive an increasing incidence of deaths from lung cancer as you have an increasing frequency of smoking."

Explaining his feelings about his work, Moore says:

"It's hard not to be thought a missionary about this subject. If you could operate on lung cancer and become a famous surgeon, the number of people you would save would be relatively small — probably less than 5 of 100 if you saw a lot of people. On the other hand prevention would be infinitely more important. We are attacking by this rather difficult route."

NEW YORK TIMES

New York, New York

July 22, 1963

SCIENTIST PRESSES FIGHT ON SMOKING

Head of Cancer Research Unit Stresses Prevention

BUFFALO, N. Y. (AP) — Propped outside the office of the director of the Roswell Park Memorial Institute was a large cartoon with the caption:

"The Big Flip-Top Box for the Smoker."

It was a coffin.

That sums up the general feeling at the institute, which is one of the nation's chief cancer research centers.

About 1,000 teen-agers had seen the cartoon a few days previously at a public health meeting. It was one more phase of the institute's war on cigarette smoking.

If you ask for a match at Roswell, you may get a book of them. The message on the cover is: "Danger, Smoke Less. Measure Your Smoke for Safety."

Roswell scientists think it is safer to smoke only the first inch or so of a cigarette. The theory is that the rest acts as a filter.

Insurance Risk Greater

Recently the institute published a 14-page booklet, "Health Hazards of Smoking." Among the items: Heavy smokers who are 35 years old have chances of dying before 65 that are almost twice as great as those of a non-smoker, the booklet said. Two life insurance companies, it added, are offering non smokers lower premiums.

The cigarette-vending machines have been removed from the lobbies and corridors at Roswell.

Within a year, the institute hopes to open a clinic for people who want to stop smoking. It may be the first of its kind in the United States.

The man behind this intensive but low-budget campaign is Dr. George E. Moore, Roswell's 43-year-old director. Dr. Moore has never smoked but has worked 14 years on the relation of tobacco to some of the more than 100 basic kinds of cancer.

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Habit Discussed

He believes most people are convinced that cigarettes cause lung cancer.

But if so, why do they smoke? "I think," Dr. Moore said, "they feel that there is a hopeful doubt remaining. They would like to feel that there still is a controversy among knowledgeable physicians and scientists about the matter — which there is not, in my opinion."

Dr. Moore does not agree with contentions that there is not enough evidence to support the theory that cigarettes are a cause of lung cancer.

"We don't think there needs to be further studies in humans as far as the clinical proof," he says. "Over 98 per cent of our patients with lung cancer are heavy smokers and the disease is extremely rare in non-smokers. And this is proof enough as far as we're concerned."

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